



Hispanic/Latino Commission of Michigan

Strategic Plan/Work Plan 2012-2016

Department of Civil Rights

Daniel M. Krichbaum, PhD

Department Director

Lawrence García

Commission Chairman

Marylou Mason

Commission Director



Rick Snyder

Governor

Hispanic/Latino Commission of Michigan

Executive Committee

Lawrence García
Oakland County
Commission Chair

Norma Huizar
Wayne County
Commission Secretary

Gil Guzman
Kalamazoo County
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Maria Elena Rodriguez
Wayne County

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Kalamazoo County

Olga Hernandez-Patino
Eaton County

Office Staff

Marylou Olivarez, Executive Director
Victoria Garcia, Executive Assistant

Hispanic/Latino Commission of Michigan

Mission Statement:

To promote the interests of Hispanics in Michigan, increasing opportunities in education, business and all other aspects of public life.

Purpose Statement:

The purpose of the Hispanic/Latino Commission of Michigan (HLCOM) is to develop a unified policy and plan of action to serve the needs of Michigan's Hispanic people. Public Act 146 of 2010 directs the Commission to:

1. Advise the Governor, the Legislature, and the Office concerning the coordination and administration of State programs serving Hispanics.
2. Make recommendations to the Governor and the legislature regarding changes in State programs, statutes, and policies.
3. Advise the Governor and the Legislature of the nature, magnitude, and priorities of the problems concerning Hispanic people.
4. Review and approve grants to be made from federal, state, or private funds, which are administered by the office.
5. Secure appropriate recognition of Hispanic accomplishments and contributions to the State.
6. Review and approve the Annual Report prepared by the Office of the Hispanic/Latino Commission.
7. Assist with the planning and implementation of a Hispanic/Latino heritage month celebration.
8. Assist with the planning and implementation of Hispanic/Latino holiday celebrations.

The Hispanic/Latino Commission of Michigan (HLCOM), established in 1975, serves as the key policy advisory body to the Governor and State legislature in matters pertaining to the Latino/Hispanic population in Michigan. In addition, it serves as a mechanism to promote programs, services, and other resources to the Latino/Hispanic population in Michigan to ensure that their lives are abundant with opportunities.

Members of the Commission have observed the incredible demographic growth of the Latino/Hispanic population. Concurrently, there has been a metamorphosis that has occurred; the achievement, development, and potential of the population has grown exponentially. However, the challenges existent in institutions, programs, and policies remain. Therefore, HLCOM remains committed to advance the interests, while defending the rights, of the Latino/Hispanic population of Michigan.

The following pages include the goals and strategies that members of the Commission have identified in an effort to fulfill their mission. The work of achieving the stated goals is not exclusively that of the Commission, and there is a requirement to establish strong and strategic partnerships to improve public programs to best serve the interests of everyone in Michigan – please help us make Michigan a better place.

In addition to the specific outcomes and strategies, it is necessary for HLCOM and the State to enable the compilation of relevant and quality data that allows the identification of progress, stagnation, and/or regression of the Latino/Hispanic population. The compilation of this data is essential to provide the Commission a starting reference point against which to measure the impact of State programs, policies, and legislation.

GOAL1 - INFORM LEGISLATURE ON POLICY ISSUES

OBJECTIVES	STRATEGIES	Desired Outcome	PERSON RESPONSIBLE	TIME LINE	DATE COMPLETED
1. Educate government officials about how pending legislation will affect the Hispanic Community's economic opportunity, quality of life and ability to serve the State.	1A. Bi-monthly monitoring of proposed legislation	To increase legislative and public policy partners to two key organizations: MIRS and Michigan League for Human Services	Legislative & Civic Engagement Committee, Staff	Bi-monthly reports	Monthly reporting at Commission Meetings
	1B. Research impact of proposed legislation through community engagement	To engage with MIRS lead team (Danny I. and Susan R.) to customize and summarize current SB & HB.	Legislative & Civic Engagement Committee, HLCOM Staff	Ongoing	
	1C. Provide statements/briefs to legislative leaders regarding issues and specific impact on Hispanics.	To reach out and interface with at least 10 State legislators respective to each commissioner's region/District	Legislative & Civic Engagement Committee, HLCOM Staff	Ongoing as needed	
	1D. Continue to collaborate with community-based organizations and other institutional partners serving the Hispanic Community.	To meet and share issues with three key organizations and or businesses respective to each commissioner's region.	Legislative & Civic Engagement Committee, HLCOM staff	Ongoing	
2. Hold a 3 rd Annual Hispanic Advocacy Day with voter registration.	2A. Event to include a reception with legislators in Lansing.	To sign up 1,000 new voters. To have 50% of the State Legislators attend. To have Gov. Snyder attend.	HLCOM Commissioners & Staff	May 17, 2012	May 30, 2012

OBJECTIVES	STRATEGIES	Desired Outcome	PERSON RESPONSIBLE	TIME LINE	DATE COMPLETED
3. Work with MI Dept. of Civil Rights, Global Michigan Group	3A. To promote diversity and business opportunities. Commissioners to become ambassadors for the Hispanic community.	Engage with other ethnic group organizations statewide to formalize a "pact" To have MDCR key executives attend at least two Commission meetings	HLCOM Commissioners & Staff	Ongoing	

GOAL 2 - FOSTER AND CELEBRATE ACHIEVEMENTS IN HISPANIC COMMUNITY

1. Collaborate with community-based organizations to promote voter registration effort	1A. Hold voter registration drives at Annual Hispanic Advocacy Day or at their Commissioners' geographic area.	To gain at least three local organizations to advocate/endorse voter registration			
2. Participate in Hispanic Heritage celebrations in Lansing, reporting outcomes and celebrating Latino successes.	2A. Hold Annual Recognition Banquet to recognize outstanding statewide Hispanic leaders and provide scholarships to Hispanic High School Students.	To draw a crowd of 500 for the event. To have two major media cover the event	HLCOM Commissioners & Staff	September 27, 2012	October 15, 2012
	2B. Partnership with the Capital Area Cesar Chavez Commission to commemorate the accomplishments of Cesar Chavez. Event held in conjunction with Hispanic Heritage Month event.	To solicit news from two major TV, two major radio and two major news publications for coverage.	HLCOM Commissioners & Staff	September 27, 2012	October 15, 2012
	2C. Continue to collaborate with community-based organizations and other institutional partners serving the Hispanic Community, looking for public relations opportunities, watching for ways to use social media	For each Commissioner attend 3 key local events or serve on a board/committee of at least one Hispanic/Latino organization. To use one tech and one PR firm for "pro-bono" services for Commission's social media and website needs.	HLCOM Commissioners & Staff	Ongoing	

	2D. Support local events and activities in the Hispanic Community with resolutions and attendance.	To have 12 commissioners do at least one resolution in their community.	HLCOM Commissioners & Staff	Ongoing	
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GOAL 3 - PROMOTE AWARENESS OF VITAL NEEDS OF LATINO COMMUNITY

3. Arrange a symposium on the education/health concerns faced by the Hispanic Community.	A. To fundraise on behalf of the Commission's collaborative events that align all focus areas: Hispanic Heritage, Advocacy, Education, Health and Economy.	Eight commissioners will raise a collective total of \$16,000.	Education & Health Committee & HLCOM staff	Ongoing	
	B. Partnering with Mexican Consulate's Bi-National healthcare conference in October 2012.	To have three Commissioners attend/emcee event	Education & Health Committee & HLCOM staff	October 2012	
	C. Partner with Advocates for Latino Student Advancement in Michigan Education (ALSAME) to hold annual Education Conference.	To have three commissioners attend/emcee event with a "plug" for the Commission.	Education & Health Committee & HLCOM staff	December 2012	
	3D. Round table discussion with Community Health Director Olga Dazzo. Invite community health leaders for discussion on health issues affecting Hispanic community.	To have three commissioners attend/speak event.	Education & Health Committee & HLCOM staff	December 2012	

GOAL 4: INFORM AND ADVISE GOVERNOR

4. Meet with Governor Snyder to inform/advise him about HLCOM and Michigan's Hispanic Community, showing how Hispanics can contribute to realizing his vision for Michigan	4A. Explain HLCOM's mission statement/strategic plan, offer assistance, educate Gov. Snyder on buying power and entrepreneurial spirit of Hispanic Community.		HLCOM Commissioners, HLCOM staff	April 2012	
5. Meet with the Secretary of State.	4B. Discuss the issues affecting the Hispanic community, e.g., drivers' licenses, marriage licenses.		HLCOM Commissioners, HLCOM staff	October 2012	